



CORPORATE OFFICE • KELOWNA

#302-3935 Lakeshore Road • Kelowna, B.C. • V1W 1V3 • Canada

Phone: 778-899-5438

Re: Supplemental letter of rationale

Springfield Auto Body has been serving Kelowna residents, in the same location, for over four decades providing expert auto collision repair for its customers and stable employment for its employees. Operating in one location for this length of time has made it necessary to replace an old and dated external sign, both to repair and improve its appearance, which will be of benefit to the shop, the Landlord, and Springfield's surrounding commercial neighbours through much improved aesthetics of the area. In addition to replacing the current sign with a much more modern and professional looking sign, the new sign will much better represent Springfield's current branding throughout the community and will allow the business's marketing and community based efforts (i.e. local food drives, BMW giveaway, etc.) to properly align with the most prominent sign representing the shop.

The sign's location on 1755 Springfield is necessary due to the location of the shop (1765 Springfield) being hidden behind this building and therefore not being adequately visible to customers from the main road. This can present a significant inconvenience to newly referred customers to the shop who may have difficulty locating us. The signage ensures the efficient use of land in Kelowna as the site is not operable as a consumer location without the sign due to the building's lack of customer visibility. Having a dated sign which is not aligned with our current branding, and the necessity of such a sign to ensure consumer awareness of our location, has proven quite problematic for our business.

The proposed sign is a 'Fascia sign'. It is a 3" deep face-lit channel letter display (the primary logo) that will be back-lit with a 12-volt LED SYSTEM. Additional Springfield graphics will be non-illuminated and will be applied directly to an aluminum face. The channel letters will be installed flush on 4" deep aluminum raceway that will house all transformers and will be painted with a satin automotive finish.

We believe that the sign meets all regulations as outlined in 4.5.2 of the current bylaws in that:

- a) It does not project above the roof line and is less than 0.4 m from the wall face;
- b) The vertical clearance well exceeds 2.5 m;
- c) It is not above the second story of the building; and
- d) The sign will be attached to a raceway attached to the building face.

Additionally, it meets the 11.3 signage regulations as it is (a) not located on the business frontage of the building and (b) is the only permanent sign Springfield Auto Body has on the building.

We believe that replacing this sign fits well with the City's current mandate to improve the overall presentation and quality of the signs being displayed in Kelowna and we sincerely appreciate you taking the time to consider our request.





NOTES: (A) 3" Deep led illuminated (12V system) white face lit channel letters with returns painted Valspar S3514 mounted to 4" deep aluminum EX-14 sign cabinet with 1.5" angle on shoebox face painted white. (B) Avery Interstate Blue vinyl applied to face.



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CSN CCC - Kelowna Springfield

100-1765 Springfield Rd, Kelowna
Storefront Refacing
Feb 11 2019

CSN Collision Centres/Kelowna Springfield
CSN Collision Centres Kelowna Springfield Signage

Artwork Setup - Dots = 15mins each



Production Setup



Designer: KR Salesperson: JF

PRODUCTION APPROVAL:
Signature here _____

